



Euromonitor  
International

# Consumer Foodservice in Asia Pacific

May 2024

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## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Asian full-service restaurants account for more than half of regional foodservice sales

Asia Pacific has the highest regional consumer foodservice sales

Strong growth in 2023 after a second year of COVID-19-hit sales in 2022

All countries recording positive growth in 2023

Big chains looking to push into tier-2 cities in India

Eat-in hit by COVID-19 restrictions but still dominates overall foodservice sales

Street stalls/kiosks and limited-service restaurants perform best over 2018-2023

Chinese market in recovery mode in 2023 after year-earlier decline

Inflationary pressure resulting in changes in the consumer foodservice industry

## LEADING COMPANIES AND BRANDS

Highly fragmented competitive landscape for Asia Pacific consumer foodservice

Most of the leading players were expanding their networks over 2018-2023

China or Japan is the biggest market for all but one of the top 10 players

Luckin Coffee moves into the top 10 brands

## FORECAST PROJECTIONS

Positive growth expected throughout the forecast period

Chained players expected to accelerate their expansion in low-tier cities in China

Increasing popularity of delivery in Indian consumer foodservice

## COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

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Vietnam : Competitive and Retail Landscape

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